

Message Text

UNCLASSIFIED

PAGE 01 LAGOS 04000 301806Z

51

ACTION CU-04

INFO OCT-01 AF-06 ISO-00 USIA-15 INR-07 VOE-00 EB-07

COME-00 /040 W

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P R 301517Z APR 75

FM AMEMBASSY LAGOS

TO SECSTATE WASHDC PRIORITY 9067

INFO AMCONSUL IBADAN

UNCLAS LAGOS 04000

E.O. 11652 : NA

TAGS : OEXC,NI

SUBJ : BUSINESS LEADERS TOUR II: NOMINATION OF
MARTINS TO REPLACE DAISI

REIK A. LAGOS 1675 (B) LAGOS 3797

(C) STATE 098139 (D) LAGOS A-33

1. IN LIGHT REF. C., EMBASSY PROPOSES SECOND ALTERNATE ROTIMI
MARTINS (REF.A), WHO WE UNDERSTAND IS AVAILABLE.

2. BIODATA FOLLOWS:

FULL NAME : MR. ROTIMI YEMISI MARTINS

PRESENT POSITION: GROUP MANAGING DIRECTOR, EMA PUBLICITY
SERVICES LTD., LAGOS

PAST POSITIONS: SUB-EDITOR, DAILY TIMES OF NIGERIA, LAGOS;
CLIENT SERVICE EXECUTIVE, OGILVY BENSON &
MATHER (NIGERIA) LTD., LAGOS;
PUBLIC RELATIONS OFFICER, NIGERLINK
INTERNATIONAL ASSOCIATES LTD.

DATE & PLACE OF BIRTH: [Sensitive Information Removed Per NARA 28 AUG 2013]; LAGOS

PRESENT CITIZENSHIP : NIGERIAN; NONE PREVIOUS

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PREVIOUS TRAVEL TO THE US: NONE

PREVIOUS TRAVEL TO OTHER COUNTRIES: BRITAIN 1968/69;
GERMANY 1972

PREVIOUS USG GRANT: NONE

ESCORT SERVICES : REQUESTED

VISA ELIGIBILITY : NAMECHECK SATISFACTORY. VISA ELIGIBLE

REASONS FOR NOMINATION: ROTIMI Y. MARTINS IS A YOUNG AND
AMBITIOUS MANAGER OF EMA PUBLICITY SERVICES,
WHICH HE HELPED ESTABLISH WITH THREE OTHER BUSINESSMEN. THE FIRM,
WHICH HAS GROWN QUICKLY, HANDLES ADVERTISING AND PUBLIC RELATIONS
MATTERS FOR ITS CLIENTS, AMONG WHOM ARE BRITISH AIRWAYS, KLM
AIRLINES, AND PARKE DIS. MR. MARTINS IS ANXIOUS TO VISIT U.S.
FOR FIRST TIME TO LEARN MORE ABOUT MODERN ADVERTISING AND PUBLIC
RELATIONS TECHNIQUES. HE IS ANXIOUS TO MEET AMERICAN BUSINESSMEN
INTERESTED IN INVESTING IN NIGERIA, WITH A VIEW TOWARDS OFFERING SER-
VICES OF HIS COMPANY IN THEIR EXPORT PROMOTIONS. THUS, THIS
GRANT TO MARTINS WOULD FACILITATE ESTABLISHMENT OF NEW COMMERCIAL
AS WELL AS CULTURAL TIES BETWEEN U.S. AND NIGERIA.

OBJECTIVE OF US VISIT: SAME AS REF. D.

3. ADVISE SOONEST WITH NEW GRANT FISCAL DATA.
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Message Attributes

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Disposition Event:
Disposition History: n/a
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Margaret P. Grafeld
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05 JUL 2006

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